

EGGS AND BUNNIES

Centuries—old Symbols Add Zest to Easter

Easter eggs and bunnies have become such a natural part of this Holiday Season that they're taken for granted. But do we ever stop to think how they got there?

These customs had their beginnings in ancient pagan rites. As a symbol of fertility and new life, the egg was of major significance in the spring festivals of ancient

Egypt and Persia. To these people it represented the reawakening of nature in the spring after her long, cold, death-like sleep of winter.

Christianity, when it reached the Teutonic tribes of Central Europe, blended in its celebration of this Christian feast day many of the heathen rites and customs that had accompanied spring festivals. The

ancient idea of the egg as a symbol of new life readily became the idea of the egg as a symbol of resurrection as it came to be interpreted by Christians.

The colouring of eggs had a deep religious meaning. Usually red, the eggs symbolized the blood of Christ shed on Calvary and the joy of Easter.

One legend about coloured eggs tells that Simon of Syrene, who carried the Lord's cross, was an egg-peddler. When he returned to his basket of eggs after his sad journey to Calvary, he found the eggs all miraculously and beautifully decorated. Thus, eggs were often decorated as a religious trophy or emblem of the resurrection of life.

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CONTACTS

A
MONTHLY
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FOR
EATON
STAFF
MEMBERS

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This architect's sketch of the new North Winnipeg Garden City Shopping Centre shows the south side of the complex facing Kingsbury Avenue. The Eaton land purchase is at the far right.

Eaton's Purchases Land in New Shopping Centre

Eaton's has purchased ten acres of land in the new \$7 million Garden City Shopping Centre, to be built in North Winnipeg. The company land, located at the east side of the Centre, on McPhillips St., between Leila and Kingsbury Avenues, has been obtained as the site of a new Eaton store.

Work is expected to start early this year on the enclosed-mall shopping centre which will be constructed in two stages. The first step is slated for completion by August, 1970, while the completion of the second stage, of which Eaton's will be a part, depends on the market growth of north-west Winnipeg.

D. S. McGiverin, Group Vice-President, Western Operations, said the store is being planned as an integral part of the new Centre and will be connected with the enclosed weather-protected shopping mall. He said that final plans, the setting of target dates for a start of construction and the opening of the store, depends on the market growth, which must be large enough to support the size of store Eaton's wish to build to provide a full department store range of merchandise. "Present indications are that this area is rapidly becoming an exceptionally important retail market," Mr.

McGiverin said. "This is a trend which we believe will be accelerated by the superb new facilities to be offered by the Garden City Shopping Centre itself and Eaton's are pleased to be part of this plan."

Located at two major traffic arteries, Garden City will serve two residential trading areas with a 1971 projected population of 200,000.

The new venture is being developed by Garden City Shopping Centre Limited, a subsidiary of The Columbia Commonwealth Corporation Limited.

MORE DAY LIGHT AFTER APRIL 26

Don't forget to turn your clock, watch, time piece or sun dial forward one hour before you go to bed on Saturday, April 26. Daylight saving time officially begins at 2:00 a.m. on April 27. At 2:00 a.m. it will be really 3:00 a.m. It'll be darker in the morning and lighter in the evening.

MEDICARE BEGINS IN MANITOBA APRIL 1

Company is currently studying Medical Coverage available to staff.

With the introduction of the Manitoba Medical Services Insurance Plan on April 1, the Manitoba Medical Service and the Company's Confederation Life Medical-Surgical Plan will no longer be effective.

The following summary on MEDICARE is designed to inform you about these important medical changes.

PREMIUMS

The combined Medicare and Hospitalization monthly premiums will be \$17.00 for a family and \$8.50 for a single person.

DEPENDENTS

Dependent children under the age of 19 and dependent students under 21 years will be covered by the family contract.

BILLING

Retired staff will be billed directly, and pay their premiums one month in advance. Municipal office and other agencies where utility accounts are paid accept payments of MEDICARE premiums.

SCOPE OF COVERAGE

The planned MEDICARE coverage will be similar in scope to that existing under the MMS (HCX) Plan and the Confederation Life Plan. On July 1, the coverage of chiropractic services

and examination of eyes by refraction provided by optometrists will be added to the scheme.

WHAT DOES MEDICARE NOT COVER?

- Prescribed drugs or Physio-therapists.
- Registered Nurse in hospital and home. Practical Nurse in hospital.
- Dental services following injury or accident to natural teeth.
- Appliances, artificial limbs and eyes, crutches, splints, casts, trusses and braces, oxygen, hospital-type bed, wheel chair and respirator, also blood and blood plasma outside of Manitoba.
- Ambulance charges.

This summary does not include all provisions and details of the medical coverage available to staff under the MEDICARE scheme. You will be advised of any further development in medical coverages.

A study of supplementary medical benefit programs is being made to ensure that the same extent of coverage as staff presently enjoy is maintained.

There will be no change in United Health's semi-private hospital and ambulance coverage for both active and retired staff.

IN CENTENNIAL YEAR...

Eaton's Keeps Pace With Booming Saskatoon

Named for a delicious berry which grows wild in the region, Saskatoon has come a long way since 1882, when it was founded by a group of teetotalers, members of the Ontario Temperance Society. Today, the city is booming. Its wide thoroughfares are bordered by highrise apartments and towering office buildings.

Eaton's has kept pace with this thriving community. Last fall, construction began in Saskatoon on one of the largest Eaton's department store in any shopping centre in Western Canada.

By comparison our Company's first Saskatoon venture in 1916 was a modest one. In that year, Eaton's opened a small distributing warehouse for heavy merchandise. Eleven years later, Eaton's purchased a store from F. R. MacMillan, one of the city's pioneer retailers. Meanwhile, work had begun on a new store with the largest basement excavation dug to date in the city.

On opening day, December 5, 1928, the Eaton store caused quite a stir. The three-storey structure, built of Manitoba Tyndall stone, was described by one gushing reporter as "a beautiful example of modified Florentine renaissance architecture." Inside the building were dazzling merchandise displays, the exotic Algerian restaurant and the city's first escalator.

President R. Y. Eaton, the founder's nephew attended the opening ceremonies. During the festivities he said that Eaton's entry into Saskatoon would benefit the city retail business. "The growth of the city as a retail shopping centre would be stimulated by the opening of the new store and the merchants of the city may expect to share in the resulting better business," he added.

It was a boom year for store

openings. Saskatoon — the 7th in the Eaton chain — had been preceded by Moose Jaw, Saskatchewan, and St. Catharines and Port Arthur in Ontario. MacKenzie King was Prime Minister at the time and you could buy butter in Eaton's Saskatoon groceries for 37 cents a pound, 2 - lbs. of emperor grapes cost 21 cents, and toilet soap was 8 cents a cake. That same year the city bought a quarter-section of land for an airport.

In 1929, when the Great Depression swept the globe, it came close to sweeping Saskatchewan all the way under. The province suffered, aside from economic setbacks, the worst drought it had ever known. Retail sales plummeted and the province had the dubious distinction of being a major dust bowl area.

Recovery was gradual, and with it came the realization that Saskatchewan could not rely solely on agriculture if it were to thrive. In recent years, mining has brought prosperity to Saskatoon which now wants to be known as the "Potash Centre of the World." Today, the city is a far cry from when Eaton's store first opened for business 41 years ago. There were only 42,000 people then — now the population tops 125,000. The store started with 90 staff members and an increase of 100 at Christmas. Today the company employs some 400 people with peaks of up to 550.

The city's progressive outlook is reflected in Eaton's new store plans. Eaton's Saskatoon Store Manager Russ McBride has this to say about the development: "The management and staff of the Saskatoon store are proudly awaiting Fall 1970 when a long-awaited dream will be realized: Eaton's new store will open in the largest down-town enclosed mall in Western Canada, a fact which is a source of excitement to the people of Saskatoon," he said.



Store Manager Russ McBride, right, and Advertising Supervisor John Contant review a recent Eaton Centennial advertisement.

Construction of the multi-million dollar three-level store is on schedule and one quarter of the new store has now been built Mr. McBride said.

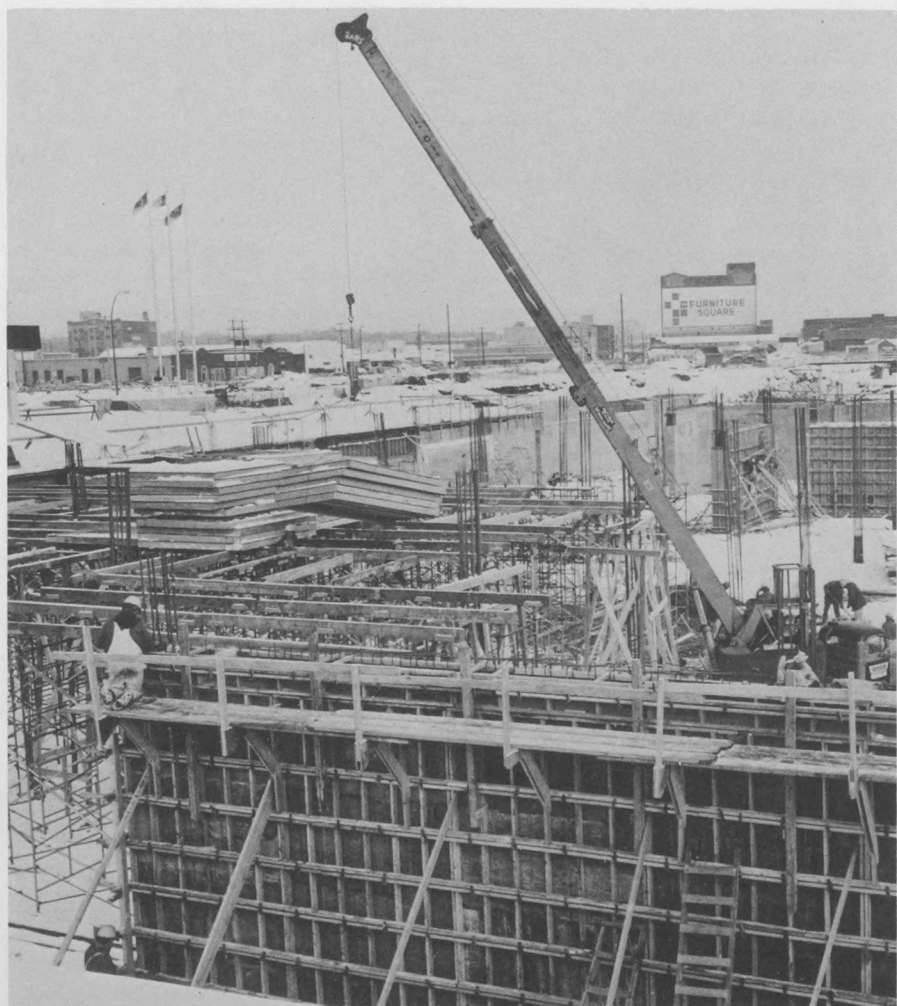
Saskatoon's new Eaton store is being constructed as part of an immense retail-hotel-office complex called the Midtown Plaza. The new development will have a great effect

on Saskatoon said the Store Manager. "The Saskatoon Industrial Commissioner recently pointed out at a Rotary dinner that in all probability the business centre would move west when the complex is completed," he said.

The new Eaton store in Saskatoon will be a fitting encore in 1970 to our 1969 Centennial.



The Store Manager takes a keen interest in store activities. Mr. McBride is shown here discussing the sales potential of some recently arrived sportswear with Margaret Feader, Supervisor.



Eaton's new store in Saskatoon's Midtown Plaza is slated for completion in 1970.

Eaton's is Men's Fashion Leader Says Adam Shop Manager Steve Frewen

"We're undoubtedly the men's fashion leaders in Winnipeg and in recent months Eaton's has greatly expanded its share of a growing market," said Steve Frewen, Adam Shop Manager, at the annual meeting of the Men's Clothing Manufacturers' Association of Ontario, Feb. 10-11. Mr. Frewen, one of the main speakers at the conference, went on to prove his point by stating that Eaton's had spearheaded the introduction of brighter, more exciting men's fashions when they opened the Adam Shop in Winnipeg.

"This shop was designed to be the number one fashion boutique in the city and have the best sales staff," he said.

The Adam shop manager explained that he selected two young men who had never sold clothing before to man the shop. Why not experienced people? "These men were chosen because they like wearing the latest styles, were enthusiastic about the merchandise and brought a fresh, new approach to selling this merchandise", he said. It wasn't long before we'd taught them to be experts in their field he added.

ADDITIONAL STAFF

When additional staff were needed for peak periods, Mr. Frewen decided to dip into the distaff side. He hired three young women. Why? The Adam Shop manager remarked: "You can't underestimate the potential of a properly trained salesgirl in men's clothing. They're fantastic."

PROMOTE SHOP

After the Adam Shop opened last June, Eaton's used radio advertising to promote the boutique. But, after three weeks the only merchandise selling well was semi-basic. "People just didn't know you could buy good men's fashions in Winnipeg," said Mr. Frewen.

As a result, Eaton's used more aggressive promotional techniques. They broadcast live shows from the shop and become involved in fashion shows.

BUSINESS BOOMS

"Then business began to jump," said Steve Frewen, "the staff quickly became fashion leaders and established a strong repeat clientele."

At the close to his talk, Mr. Frewen warned suppliers that they should keep abreast of current trends.

"Colour and style are changing so rapidly that many times merchandise is outdated on arrival," he said. Change is what makes retailing such an exciting, dynamic business and it's people with the foresight and enthusiasm of Steve Frewen that keep Eaton's in the forefront of the business.

Leisure Days Ahead

Best wishes to the following Eatonians on their retirement.

WINNIPEG

Mr. H. Caie, Catalogue Staff Cafeteria, 45 years of service.

Mr. J. Miller, Men's Tailoring, 34 years of service.

Mr. J. H. Yelland, Commodity Manager, 28 years of service.

Mrs. G. Burnand, Merchandise Control Clerical, 14 years of service.

Mr. W. Nixon, Pet Shop, 10 years of service.

REGINA

Mr. E. M. Ellis, Stoves, 28 years of service.

Mr. F. Kohl, Stoves, 13 years of service.



Frances Hamilton, Winnipeg Downtown College Shop, admires some beautifully painted Easter eggs, the work of Mrs. Anna Solylo, the mother of Jean Solylo, College Shop Sales Manager. These magnificent pieces of art are a Ukrainian Easter tradition.

Symbols Add Zest to Easter (con't.)

In the medieval era of the church, eggs were especially plentiful by Easter because eating them during



Elizabeth Brooks, Catalogue Candy Factory, trims the edges of a chocolate rabbit, one of the 15,000 that are made each year for Eaton's at Easter. Some 8,000-lbs. of chocolate are used to make these Holiday treats.

Lent was forbidden. They accumulated during the six-week period and Easter Sunday became characterized by egg feasts and the presentation of eggs as gifts, thus marking the end of Lent.

Coloured Easter eggs were introduced into our country by Russian and Ukrainian emigrants.

Like the egg, the hare, as an acceptable part of the traditional Easter story, came to Christianity from antiquity. Considered the symbol of the moon in legends of the ancient Egyptians and other peoples, the hare or bunny as we know him, became a part of Easter because the date of Easter is determined by the moon. As Easter occurs in spring the bunny, quite naturally, represents fertility and new life.

However, Easter can be more than a joyous occasion when we wear bright new clothes, paint colourful eggs, prepare big feasts, and decorate our homes with spring flowers. It can be a beginning.

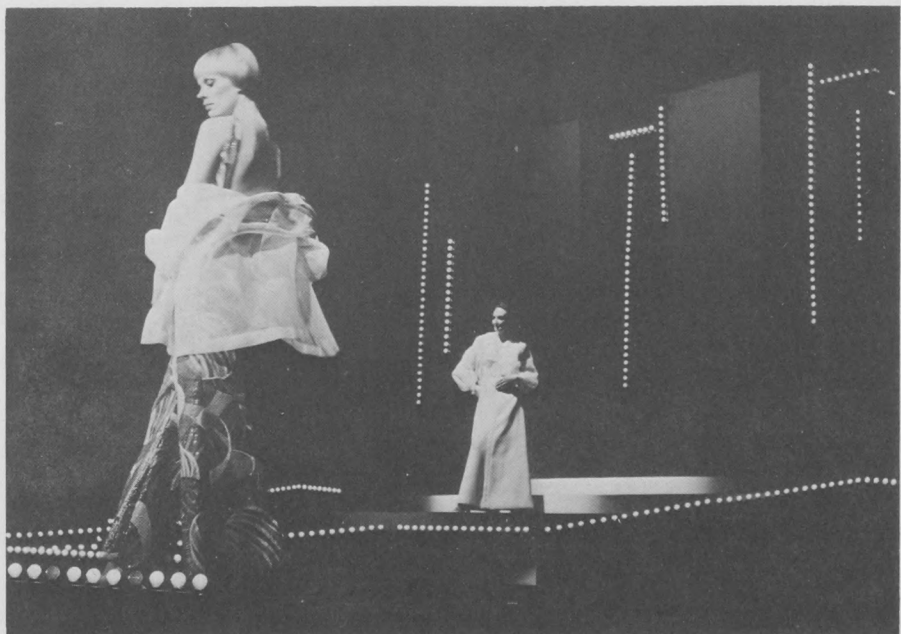
As Dr. Peter Marshall reminded us in his book *The First Easter*, Our Lord never asked that we commemorate His birth, but rather that we remember His death. His resurrection freed man from the bondage of the fear of death. This is something to be happy about every conscious moment of our lives.

How can we celebrate Easter all year long? Perhaps it can be summed up in the charge given by Jesus the night before he was crucified:

"... a new commandment I give unto you, that ye love one another as I have loved you."

It's a formula that could bring peace to the world and put an end to racial strife. It could help individuals who are battling problems such as alcoholism, mental illness, or loneliness. It could make each day fulfilling and meaningful.

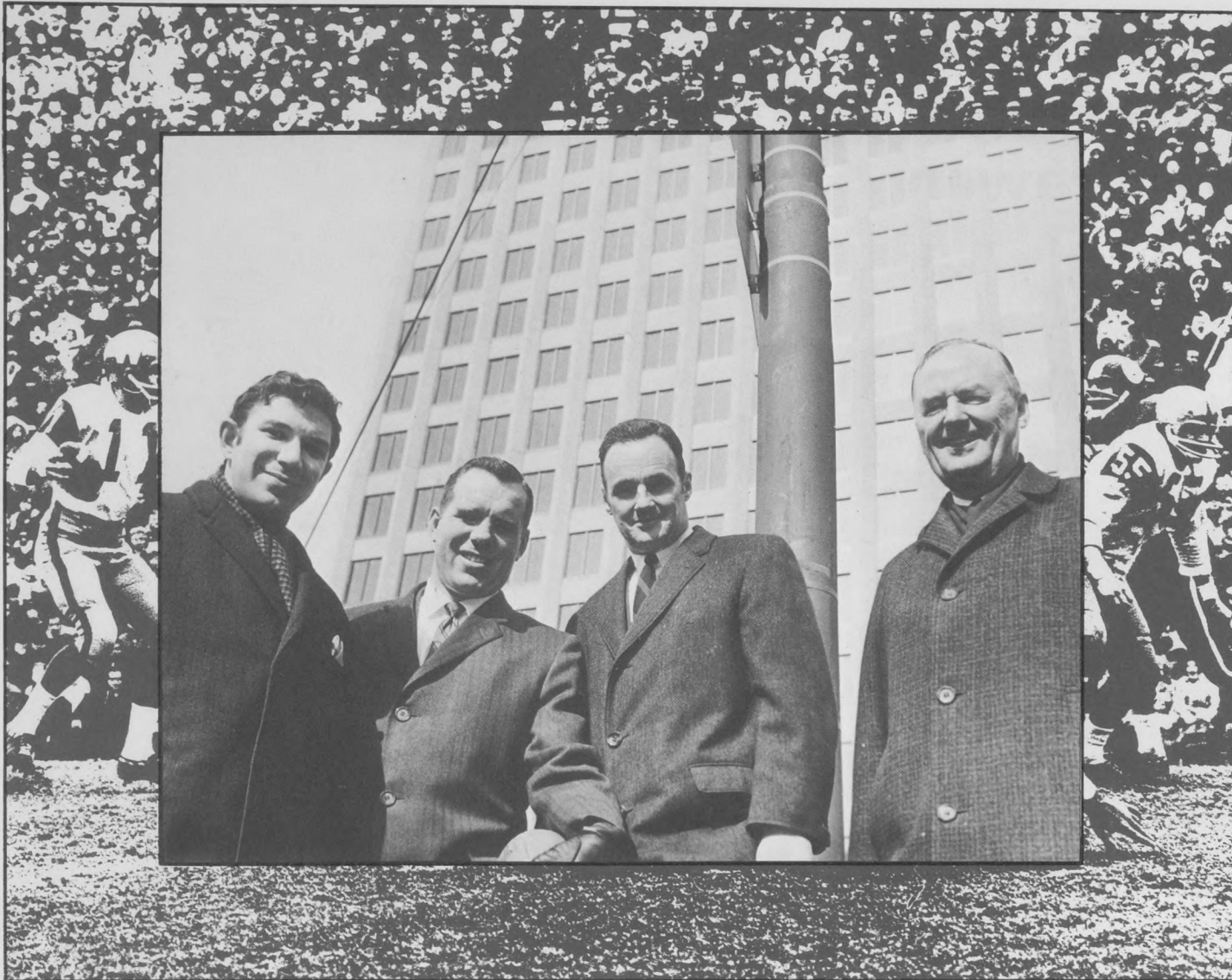
La Soiree Francaise Attracts 650 People



Eaton's was the star attraction at the Women's Committee of the Winnipeg Art Gallery's *La Soiree Franciase*, a gala evening that featured a fashion show at the Centennial Concert Hall, March 4. Some 650 people attended the showing of fashions by leading European designers, produced and co-ordinated by Lillian Vadeboncoeur of Eaton's.



Eaton chefs prepared a buffet for the gala evening which extended 80 feet and took 40 people ten hours to prepare. Toni Zienkewitz and Rolf Groth hand-carved a centre piece of three singing nuns.



Paul Morton, Chairman of Season Ticket Sales, left, Earl Lunsford, Blue Bombers General Manager, Ced Giles, President of the Winnipeg Football Club, and Gordon Muirhead, Vice-President Sales.

Eatonians Make Good Neighbours

GORDON MUIRHEAD

The grunt of linemen, cleats digging, the roar of the crowd, autograph hounds, victory. Of course, there's more to pro football — a lot more.

The average fan watching a Winnipeg Blue Bomber game from the stands or seated in front of a TV set isn't aware of what goes on behind the scenes to make possible this Manitoba sports spectacle. A man vitally concerned with the well-being of the Winnipeg Blue Bombers is Gordon Muirhead, General Manager, Western Catalogue. As Vice-President Sales for the Bombers Football Club, Mr. Muirhead is involved in stimulating tickets sales and promoting the club's activities.

This season, Gordon Muirhead will be spearheading a drive to get more people to watch football by making season tickets more attractive and more accessible to fans.

"Basically, Manitobans have a high level of interest in professional football. Our aim is to convert this interest into attendance at games in order to support the team both morally and financially", said Mr. Muirhead.

As a Director of the Blue Bombers Football Club, Mr. Muirhead is keenly aware of the importance of this non-profit, community-owned organization as a vital asset to the

Province of Manitoba

Bombers in the past have been a credit to Winnipeg and Manitoba. Their continued success is important to us all, he said. "What's good for Winnipeg is good for Eaton's, which is the reason we're actively connected with the football club," added Mr. Muirhead.

The name "Blue Bombers", synonymous with success and famous in football annals, was coined by a Winnipeg Tribune sportswriter in the mid-forties. The club first won the Grey Cup in 1935 and since then the "Winnipeg Blue Bombers" name has been inscribed six more times.

CUSTOMER COMPLIMENTS

The following staff member received a personal letter of thanks from a customer — Hilda Horner, Custom Picture Frame, Winnipeg Downtown Store. Mrs. Horner was praised for her warm personality and knowledge of merchandise. Rene Granville, Port Arthur Ladies' Wear, was complimented in a customer's letter: "Mr. Granville is the calibre of sales person Eaton's is fortunate in having."

An autobiography was a special gift to Joyce Howe, Record department, Winnipeg Downtown, for the extra effort she took in looking after the author. "Your Eaton display windows have become quite a 'conversation piece' in the last two years. Your Autumn and Christmas showing was super," wrote a customer to Saskatoon's Display Supervisor Richard Sorby.

The president of the Canadian Authors Association thanked Eaton's for the Lady Eaton short story contest which was such an encouragement to budding writers.

Bill Selman, Boy's Wear, Winnipeg Downtown, received customer commendations in a telephone call for his exceptional service.

"She's always happy and devotes herself to her customers", wrote a Winnipegger about Pearl Stoter, Boy's Wear, Downtown.

A Winnipeg customer lauded Bernie Doerksen for outstanding service he received when making a purchase at the Warehouse Bargain Centre.

Also mentioned in a recent customers' complimentary letter was Isabel Beaudry, Hosiery department, Winnipeg Downtown. Mrs. Beaudry was commended for her enthusiasm and high sense of responsibility towards her customers.

LIFE SAVERS

Some 347 staff members rolled up their sleeves to save a life by giving blood at the March Red Cross Blood Donors clinic in the Catalogue Building.

According to the Red Cross Society, this figure compared favourably with the 1968 spring clinic.

The next Blood Donors Clinic will be held in the Catalogue Building in September.

Western Division Appointments

J. C. Anderson, Commodity Manager.
B. T. Cowley, Commodity Manager.
L. G. May, Commodity Manager.
H. Rosenstein, Commodity Manager.
P. W. Caufield, Computer Operations Supervisor.
F. T. Smith, Sales Manager.
J. K. Morrison, Collection Supervisor.
L. M. Mills, Institutional Contract Accounts Supervisor.

CATALOGUE

W. C. Carson, Catalogue Credit Services Supervisor.
W. R. Sommerville, E.D.P. and Operating Supervisor.
W. C. MacEwing, Operating Supervisor.
W. Cousins, Supervisor, Catalogue House Sales Desk.
W. B. Pickering, District Stores Manager, B.C.
H. Weitzel, District Stores Manager, Sask., Alta.



SHOW STOPPERS: Record Breaking Sale Chairman C. Major, Commodity Manager, second right, took part in the entertainment at the pre-sale breakfast held in the Winnipeg Downtown Grill Room, March 25-26. Over 700 people attended the 2-day event and ate more than 2,000 pancakes. The fun-filled musical happening's entertainers were, from left to right, Joe Laxdal, Phil Horsch, Rene Jamieson, Mr. Major, and Marv Terhoch. Mrs. Jamieson wrote the lyrics, Jim Gilles, Dept. Manager Pianos & Organs, was the accompanist, and Jack Lammens, Dept. Manager, Furniture, organized the event.

EATON'S IS SOLD ON TORMON

What business wouldn't welcome an opportunity to reduce expenses and increase profits? A unique shipping operation, directed by the Canadian Retail Shippers Association, helps Eaton's and over 125 other retail firms do this through a timesaving, streamlined system that reduces freight costs.

How? The Association's agent Tormon Assembly Agency Ltd. combines small retail shipments into carload lots for more economical handling. Tormon, a non-profit organization, also manages the system's billing. Retailers receive only a single freight bill payable to Tormon. The agency handles all the detail work involving rates and payment to individual carriers.

Speed in handling merchandise is another key to Tormon's success. The flow of freight handled by the Agency's facilities in Montreal and Toronto is in one direction only. Goods come in by truck and are immediately assembled into carload lots. There's no storage within the terminal.

Each boxcar may carry merchandise for several different retailers. However, certain companies, such as Eaton's in Winnipeg, receive a sufficiently large volume of goods each week to warrant separate carloads. This system gives Eaton's express service at carload rates.

In Winnipeg, boxcars from Montreal and Toronto, are unloaded at the Service Building's Tormon dock which has a rail spur jutting 325-feet inside the building. Under the direction of Dock Foreman Reg Sargeant, some 11 staff members unload 1306 boxcars a year, representing an average of 15,000 pieces a week. They range in size from a 5-lbs. parcel of patterns to a 300-lbs. drum of cleaning compound. Wilf Pointon, Traffic Co-ordinator, Service Building, has this to say about Tormon: "Ever since we first opened the Tormon assembly dock two years ago we've been able to do our own unloading of Tormon cars with the consequent savings of cartage costs. Separation of merchandise into different cars assists the unloading operation further. Our unloading crews do a great job in keeping breakages to a minimum too. Our company's sold on Tormon!"



The Winnipeg Service Building's Tormon dock.



Dock Foreman Reg Sargeant.



Ian Kennedy unloads a parcel from a CPR boxcar.



A bulk shipment of goods is moved by a fork lift operated by George Beekenkamp.



Ron Burley manoeuvres a pallet of merchandise into an Eaton trailer, destined for the Catalogue Building's receiving dock.

JOB PROFILE

Meat cutting foreman

If you ask people why they like shopping at Eaton's basement meat department in the Winnipeg Downtown store, they'll inevitably tell you that they like the friendly, courteous service and the top-quality meat.

One of the well-trained team, responsible for making sure customers buy at Eaton's, is meat cutting foreman George Barbagianis, who has been 13 years with the Company.

George joined Eaton's shortly after he arrived in Winnipeg from Greece. Prior to coming to Canada, he served with the NATO forces in Korea. In the meat department, he learned the meat business while on the job: "The Company helped me get established and I'm extremely grateful for the training and opportunity they gave me," he said.

As meat cutting foreman, a position he's held for five years, George is responsible for the cut-

ting and preparation of beef for the self-serve and meat counters.

When meat carcasses arrive at Eaton's from our suppliers they're carefully inspected and stored in a massive cooler, capable of holding more than fifty sides of beef.

Inside the cooler, Eaton butchers cut the carcasses in half which makes them easier to handle. The preparation of beef is a skilled job. Under George's direction the meat is sliced into different cuts. For example, shoulder cuts are termed chuck, the part of the loin nearest the rib is called short steak and the part nearest the hip is known as sirloin.

Another important part of the job for George and his fellow butchers is the handling of special requests for customers. "Many people like their meat cut a special way and we do everything we can to give them good service," said George Barbagianis.



GEORGE BARBAGIANIS

Martyn Directs New Leaders

Wayne Martyn, Winnipeg Staff Development Trainer, is in charge of the training of Eaton's 1969 management trainees. The six-month comprehensive course for some 28 staff members includes training in sales, management, effective speaking and leadership. Those taking the course are: Patricia Andriaschuk, Children's Clothing, Polo Park; Dianne Cookshaw, Infants' Wear; Judee Gannon, Store Home Economist; Dawn Gordon, Market Research; Vicki Ivory, Central Records; Gloria Materi, Bridal Consultant Service; Karyne McAndrew, Tannery; Gay Pawson, Merchandise Control; Judy Webster, Employment Office; Ruth Yates, Display Design Studio;

Terry Alford, Drugs; Fred Arnold, Industrial Engineering; Ward Avison, Ladies' Shoes, Polo Park; Jim Carrie, Catalogue Accounting Office; Don Danko, Boy's Wear; Jim Franks, Upholstered Furniture; Lorne Kramble, Men's Shoes, Polo Park; Fred Nock, Lamps; George Normandin, Lower Price Store Lingerie; Garry Robb, Catalogue Mdse. Control; Cam Rodgers, Lower Price Store Hosiery/Notions; Larry Rogers, Catalogue Mdse. Control; John Spence, Industrial Engineering; Ken Stewart, Supply Office; Ian Stuart, Lower Price Store Shoes; Garry Toy, Infants' Wear, and Bill Robertson, Catalogue Mdse. Control.



NEW SHOP: One of Eaton's newest shops in Winnipeg downtown store is the "Young Sophisticates", filled with fashions designed for young career girls. In charge of the shop is Rhoda Shatsky, above, who is playing a role for the Contacts camera.

Centennial Happenings

Beginning in our Centennial Year, all regular staff with 15 years of service will receive four weeks vacation with pay annually. Eatonians with less than the required length of service will qualify for this holiday benefit in the calendar year in which they complete their fifteen years of service.

HAPPY BIRTHDAY: During 1969 only, each staff member will have a Centennial Holiday on his birthday. If a staff member's birthday falls on a date other than a regularly scheduled working-day, he is to be given another day off within two weeks before or after the anniversary of his birth to be arranged at the convenience of the department.

Room settings on the 7th Floor of the Winnipeg Downtown Store have been re-designed to reflect life in the early days of the city. On the Second Floor is Centennial Place — a display of historical items on loan from museums and private collections.

EATON FACTS: An issue of Eaton's Catalogue, if stacked one upon the other, would form a pile 25 miles high.

YOUTH WEEK: Highlights of Eaton's Youth Week in Winnipeg's Downtown and Polo Park stores April 7 - 12 include a sewing contest, an amateur show, a children's Easter party, an art show, and a design contest.

BOAT TRIP: A Centennial cruise on the Red River has been organized for staff in Winnipeg aboard the Paddle Wheel Queen on Saturday,

May 24, from 10:00 p.m. to 1:00 a.m. Tickets and information may be obtained from: Pat Boyce, Merchandise Control; Ann Surbey, Catalogue Merchandise Control, Service Building; Mary Aronius, Advertising; Mary Moore, Catalogue Merchandise Control Group B2; Lillian Phillips, Staff Relations; Doug Brault, Wage Administration; Mel Jenkins, 6th and 7th Floor Operating; Bob Clarke, Hosiery, Polo Park, and Jim Thomson, Watch Repair.



SNOW QUEEN: Pat Beaubien, Saskatoon Accounts Office, was chosen Fire Festival Snow Queen from contestants from collegiates and business colleges. Pat, a part-time staffer, is attending a Saskatoon business college.

Dee Celebrates Half Century

The big news in the Catalogue Shipping Department in Winnipeg is Harry Dee's 50th anniversary with Eaton's on April 1st, which is also his retirement date. Harry, a native of Malvern, England, came to Winnipeg in 1906. He joined the company in 1919, the year of the Winnipeg General Strike.

Mr. Dee started his career with the Exchange Department as a messenger and he was transferred to Shipping a few months later. At the forefront of Harry's memories of those early days was the large influx of ex-service men

joining the company, back from World War 1, and Eaton's famous horse drawn fleet of delivery wagons.

In 1940, Harry married Olga Cherawsky, who also worked for the Shipping Department. A highlight he recollects with pride occurred during the '50 flood that ravaged the Keystone City. Harry and his fellow workers organized teams to help people move furniture and other belongings from stricken homes.

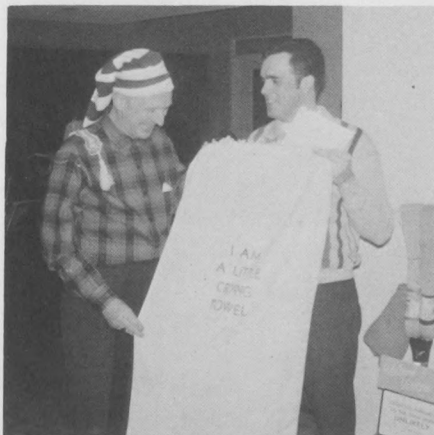
In retrospect, he sums up his fifty years this way: "You couldn't find a better company to work for . . . Eaton's have treated me well . . . and I've met and worked for a lot of fine people."



CENTURY SPECIAL: Tom Milroy, Commodity Merchandiser, White Goods, takes the wraps off the new streamlined 1969 Viking range which was featured in March as an Eaton Century Special.



SPECIAL AWARD: Mary Murray, Port Arthur Paint department, received a plaque on completion of a sales training course in home decorating, sponsored by the Glidden Paint Company, Cleveland, Ohio.



Club Chairman Arnett Laughlin, right, presents Regina Store Manager Allan Giles with a crying towel after his curling team had been sidetracked by Moose Jaw during a recent inter-city bonspiel. At right is the winning trophy presented by Mr. Laughlin, Moose Jaw's Contacts reporter, to Store Manager Laddie Hutchinson and curling champ Harvey Bumphrey.

Tummon Heads Security Group

Al Tummon, Security Supervisor, Winnipeg Downtown store, was elected president of the Protective Officers Association at the group's annual meeting.

For the last two years, the Association has held crime prevention clinics to familiarize businessmen with their activities. The group received a 1969 Security World Distinguished Service Award from the International Security Association in recognition of these informative seminars. POA members are security officials from major retail and industrial firms who work together for the purpose of mutual co-operation and assistance in the maintenance of security in their respective fields.



LANCE HARVEY

Driver Removes Car From Danger

When a customer's car got stuck in a hazardous place between her garage and the street, Eaton Driver Lance Harvey of Saskatoon went out of his way to help her move it to safety. She was so impressed with Lance's exceptional courtesy and helpfulness that she called in person at the Store Manager's office to express her appreciation. In a letter to the driver from Store Manager Russ McBride he stated that it was services such as this that make customers think of Eaton's as 'My Store.' Lance Harvey is Eaton's March Driver of the Month.

\$95 Paid For Winning Suggestions

Seven Winnipeg suggestors received a total of \$95 in awards for their accepted suggestions. Awards were announced following a mid-March meeting of the suggestion award committee.

Topping the list, money-wise, was Ted Morrison, Sporting Goods, Polo Park, who received \$25 for suggesting that signs with the names of streets be posted on all main doors.

A \$15 constructive thinking award winner was Linda Sinclair, Catalogue Accounts, who suggested that a new department be introduced to handle riding equipment.

Viola Smith, Polo Park Accounts Office, received \$15 for suggesting that a small box be placed at the front of the sales counter for register readings.

Completing the list were four constructive thinking award winners: Georgina Mathias, Polo Park Lingerie; Belle Meyers, Polo Park Millinery; Angela Pelda, Polo Park Stationery; and Kathleen McAndrew, Downtown Bedding department. They received \$10 each.

The Saskatoon suggestion committee awarded a prize to Mrs. E. Robertson, Lingerie and Foundations, for her outstanding idea.

SERVICE ANNIVERSARIES

50 Years



Mr. H. P. Dee, Assembly & Shipping, April 1.

40 Years



Miss H. Ferguson, Kitchen Production, April 15.



Mr. W. McAllister, Brandon Store Manager, April 19.



Mr. H. E. Caldwell, Sales Audit, April 24.



Mr. A. Jones, Receiving, April 29.

Eatonians Rave About Hawaii

How would you like to exchange the cold, icy grip of snow, ice and rain for the sunshine of Waikiki Beach? Over 50 Eatonians from Winnipeg did. They were members of the first Eaton Staff Chartered Flight to Hawaii February 20 - March 6.

Mary Hume, General Office, Downtown Store, had this to say about the trip: "The weather was warm and sunny, and the beaches were out of this world. I just can't wait to get back."

The accommodation and food were superb according to Margaret Weymouth, General Office, Down-

town Store. "I particularly liked the friendly people and the tour of the Sea Life Park where you can see whales frolicking in a giant tank."

Swimming and surfing in some of the bluest water they'd ever seen was a highlight of the trip that Kay McMillan, Post Office, Downtown Store, and her husband Murray, remember with pleasure.

Future staff chartered flights to Hawaii will depend on the interest shown, and judging from these remarks many Eatonians will be saying "Aloha" again.



During April one man will celebrate 50 years, one woman and four men will celebrate 40 years, and two women and two men will celebrate 25 years.

In addition to those in the photographs are: Mr. F. Farnfield, Men's Suits & Coats, April 4 — 40 years; Mr. Mike Zellis, Radio & T.V. Repair, April 3; Mr. Robert H. Cave, Merchandise Control, April 6; Mrs. Gladys McLean, Regina China or Hardware, April 10; Miss H. Ferguson, Kitchen Production, April 15 — 25 years.



1.

FORT CHURCHILL

2.

On the Rim of N. America's Newest Frontier

The great open frontier of America is now north not west. It's just as exciting as the old frontier used to be, although pioneering today is done by pilots in light planes and helicopters rather than covered wagons and northerners spend more time in ski-doo's than canoes.

At Fort Churchill, a growing community located 600 miles north of Winnipeg, is Eaton's most northerly Catalogue Sales Office in Manitoba. Fort Churchill and its twin town, Churchill, Canada's most northerly grain port, border on Hudson Bay at the mouth of the Churchill river. In recent years this area has become the great funnel leading to the eastern Arctic.

What's it like to live in this northern community? To find out, Contacts magazine wrote to Christine Yankey, Eaton's Supervisor at Fort Churchill. In an interesting account of the north country — Mrs. Yankey tells it like it is.

In the summer everything pours through Churchill. Grain boats steam out of the port stuffed with wheat, prospectors swarm in seeking the mineral wealth of the vast horse-shoe of the Precambrian shield, and hunters slaughter some 700 white whales, whose carcasses are transformed into hand lotion, soap, perfume, mink food, and medicines.

The influx of visitors is good for business at the Eaton office, located in Fort Churchill's Commissary Building which houses a group of shops and a bank.

The tempo in Churchill isn't nearly as fast as in the larger southern centres and Mrs. Yankey finds that managing the CSO is a great place to meet people and make new friends. As a result, she knows many of her customers on a first name basis. Christine Yankey took over the operations of the Eaton office last July after a 4-day crash course from Elsie Vatzel of The Pas. Running the sales office she admits was hectic at first, but it didn't take her long to get into the swing of things.

Many of her customers are employed by the Churchill Research Range, located a few miles east of the CSO. This modern aerospace installation — the world's most unique arctic space research centre — is the testing ground for the Nike Apache, the Aerobee and the Black Brant rockets. The massive complex includes launching pads, an auroral observatory and a telemetry station for receiving and recording electronic signals from space flights.

Why was a multi-million dollar space research centre built in a northern wilderness? Mrs. Yankey explains that Fort Churchill is in the centre of the Northern Hemisphere's zone of maximum auroral activity and is ideally situated for the study of the Earth's upper atmosphere and ionosphere. Hudson Bay is also an excellent disposal ground for spent rockets.

Isolation is the community's biggest drawback. "You can't just take off and go away for the weekend and distances make food prices excessively high," Mrs. Yankey said. In Fort Churchill milk costs 40 cents a quart and bacon is \$1.09 per pound.

For recreation, Christine Yankey and her husband, Kenneth, enjoy bowling or an evening at the Aurora-Borealis club, a sports and social centre.

Keeping warm in winter is a major undertaking and when it's extremely cold most businesses are forced to close down. Standard gear for keeping out the cold includes wind proof pants, Eskimo parkas with fur trim, and long woolen underwear.

Once the ice goes, the Yankeys take their two sons, Paul and Mark,

for boat trips on the Churchill river. A place of interest at the river's mouth is historic Fort Prince of Wales, a ruined bastion, completed in 1732, which took half a century to build. It's walls are forty feet thick, made of great blocks of quartzite cut out by English stone-masons. Another attraction is watching the ships from many parts of the world load up with grain. Not far from this bustling port is the beach where discoverer Jens Munck, a seafaring son of a Danish nobleman, landed over 350 years ago. Here, most of his crew died of scurvy and starvation, until Munck and two comrades were left to steer a tiny leaky boat home to Denmark in a miraculous voyage.

Munck's grisly story, the ancient crumbling fort, the towering grain elevators and the roar of rockets soaring skyward are symbols of Churchill's past and present. It is also the world of Christine Yankey and Eaton's. The pioneering traditions built up by our company during its first century will be a definite asset with the opening up of the last great American frontier in the next hundred years.



CAPTIONS

1.
Ships from many parts of the world line up at Churchill's grain elevators where wheat from the prairies is poured into their holds.

2.
Over five miles from Fort Churchill stands the awesome Prince of Wales fort, one of the continent's most intriguing military ruins.

3.
Christine Yankey, Eaton's CSO Supervisor at Fort Churchill.

4.
Christine Yankey helps a customer find an item in the catalogue.

5.
Mr. and Mrs. Ken Yankey and their two sons, Paul 5 and Mark 7.

4.
Christine Yankey helps a customer find an item in the catalogue.

5.
Mr. and Mrs. Ken Yankey and their two sons, Paul 5 and Mark 7.